

Getpet

“How Pets Find Their Way Back Home”

Description

Getpet is an app that allows users to post notices or listings about lost or found pets. It uses crowd-sourced data (from users posting about lost/found animals) to help owners reunite with their furry friends.

App Functions

The user will be able to:

1. Search for lost pets.
2. Post a listing for a lost pet.
3. Post a listing for a found pet.
4. Create an account for future use.

Target user groups

The target user groups for Getpet are:

- Urban pet owners
- Animal lovers
- Veterinarians
- Dog walkers

Sample user profile/persona

Joni, 36 years old

- Married, no children
- Lives in a condo in downtown Seattle
- Works as a paralegal
- Likes road trips, staying in pet-friendly resorts
- Owner of Rex, a mini Doberman Pinscher

Client/designer goals

1. Reunite owners with their lost pets.
2. Build a social network for pet owners.
3. Make money: collect a percentage of found pet reward.
4. Advocate for homeless pets whose owners don't claim them.

Related apps/products

PawBoost

PawBoost is very similar in concept to GetPet, but the app is an extension of the browser version of the service. Users can post about a lost pet on PawBoost and the post is circulated through Facebook. Users can “boost” their post through the service to help get more Facebook users’ eyes on their post.

FindShadow

Their tagline is “We help bring lost dogs home”. It’s a network for community volunteers who help to reunite dogs with their families. At present, it’s only active in New York City.

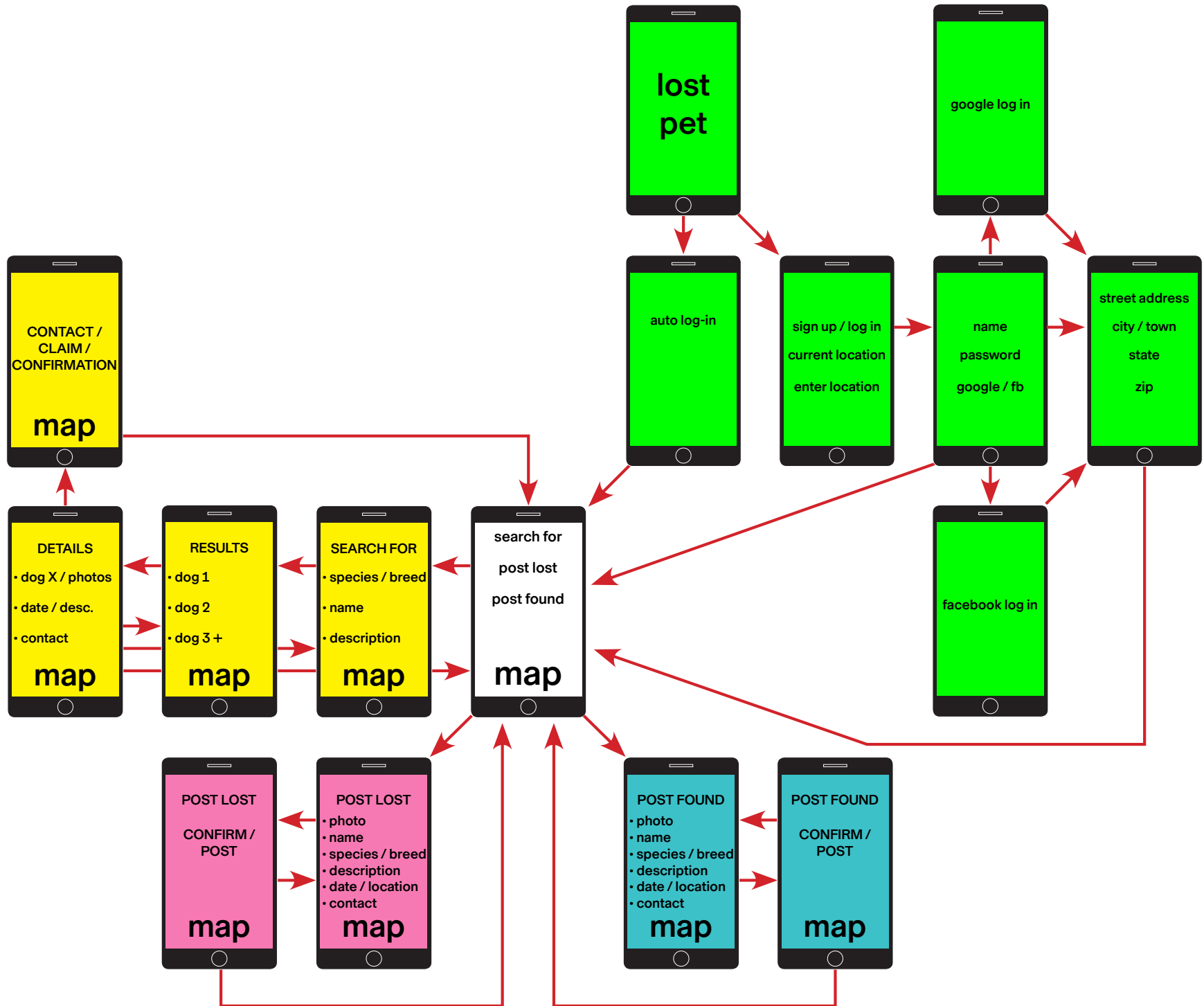
Pawscout

Pawscout offers a special Bluetooth powered tag for a pet so that the pet can be tracked through the app if he/she is lost. The app also helps owners find the best services for their pet, such as veterinarians, groomers, and pet-friendly restaurants.

Prototype Summary

In the clickable prototype, users will be prompted to complete the following functions:

1. Create an account
2. Search for a lost pet and claim it
3. Post a listing for a found pet
4. Post a listing for a lost pet





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**How Pets Find
Their Way Back
Home**



Post Lost

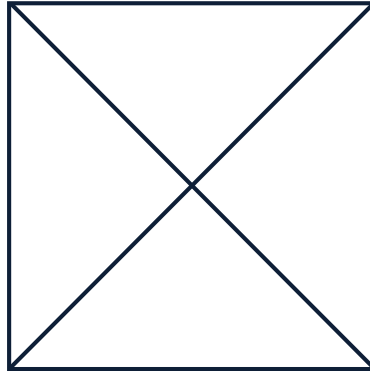
Name

Description

Species/breed

Location where lost





Libby
species / breed
description
date
location
contact

POST

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